

Message Text

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PAGE 01 BERN 03578 260959Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00

PA-02 SIL-01 ICA-20 /058 W
-----060446 270550Z /21

R 260910Z JUL 78
FM AMEMBASSY BERN
TO SECSTATE WASHDC 6632
INFO USDOC WASHDC

UNCLAS BERN 3578

E.O. 11652: NA
TAGS: BEXP, SZ
SUBJECT: COUNTRY COMMERCIAL PROGRAM - THIRD QUARTER

1978 - PROGRESS REPORT
1. L.1. CCP FOR SWITZERLAND AHEAD OF PROGRAMMED QUARTERLY ACTIVITY AS FOLLOWS: POLLUTION CONTROL EQUIPMENT:

3 EXTRA TO'S.
COMPUTERS PERIPHERAL EQUIPMENT: 15 EXTRA TO'S.
PROCESS CONTROL INSTRUMENTATION: 10 EXTRA TO'S.
BUSINESS EQUIPMENT SYSTEMS: 16 EXTRA TO'S.
ENERGY SYSTEMS: 3 EXTRA TO'S.
CONSUMER GOODS: 37 EXTRA TO'S.

2. SHORTFALLS: (A) CAMPAIGN 4, ITEM 3: ICA HAS PROVIDED US WITH ARTICLES WHICH WE HAVE TRANSMITTED TO TRADE JOURNALS. NONE RE-PUBLISHED. APPARENTLY MATERIAL TOO GENERAL OR DATED FOR USE IN SOPHISTICATED SWISS MARKET.
(B) CAMPAIGN 7, 5: LACK OF FUNDING, DISINTEREST OF VISIT USA COMMITTEE MEMBERS, AND NEW DIRECTION GIVEN CAMPAIGN BY AMBASSADOR ARE REASONS SEMINAR NOT ORGANIZED.

3. CCP ADDITIONS IN THIRD QUARTER: (A) FIRST MEETING WITH AMERICAN STOCK BROKERS AT RESIDENCE APRIL 27.
(B) FIRST IN SERIES OF EXPORTER-IMPORTER MEETINGS, MAY 17.

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(C) STATE DAY MEETING MAY 22. (D) SUPPORTED JUNE 15 AGRICULTURAL EXPORTER-IMPORTER MEETING.
(E) VISIT USA: 4500 AMBASSADORIAL TRAVEL LETTERS SENT OUT BY EMBASSY; SO-SPONSORED TRAVEL FILM SHOWINGS WITH TOTAL 500 ATTENDEES IN GENEVA.
(F) ORGANIZED SUCCESSFUL NCC/DISCOMP GROUP TRIPS TO NCC AND LEADING US COMPANIES.

(G) FIVE LENGTHY ARTICLES HAVE APPEARED IN TRADE PRESS
IN THIRD QUARTER ON MARCH MICROPROCESSOR SEMINAR AND
EXHIBITION. CROWLEY

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 26 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BERN03578
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
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Expiration:
Film Number: D780307-0813
Format: TEL
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780716/aaaaanhx.tel
Line Count: 65
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e646d76b-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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